



UNITE FOR CHANGE

CAMPAIGN DESIGN STANDARDS MARCH 2022

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WELCOME

Together, we're going to make some amazing things.

United Way of Greater Knoxville is driving change in our community by uniting people, businesses, and organizations. Together, we are creating a more equitable Knoxville where we have stable housing, financial security, quality early care and education, access to food, and more.

We believe a unified design system distinguishes and amplifies every communication we send. These design standards should inspire creativity, while explaining the core principles that make *Unite for Change* unique.



CAMPAIGN WORDMARK

The *Unite for Change* wordmark is a designed phrase that has been stylized to communicate urgency in a “no frills,” cause-oriented way. For the sake of proportional variations, it can be displayed as a single line, two lines (left and right aligned), and three lines (left and right aligned.)

UNITE FOR CHANGE

Primary Wordmark

UNITE FOR CHANGE

Primary Wordmark - Reversed

**UNITE FOR
CHANGE**

Secondary Configuration - Stacked Left Alignment

**UNITE
FOR
CHANGE**

Secondary Configuration - Stacked Right Alignment



Secondary Configuration - Stacked Left Alignment - Reversed



Secondary Configuration - Stacked Right Alignment - Reversed



CAMPAIGN ELEMENTS

This is the fun part since this campaign is colorful, has dynamic imagery, and uses bold fonts. Though it's partly inspired by the constructivist movement, it's equally inspired by pop art from the sixties era through now. It's cause-related poster art that's been transformed into video, digital media, social and more.

PRIMARY

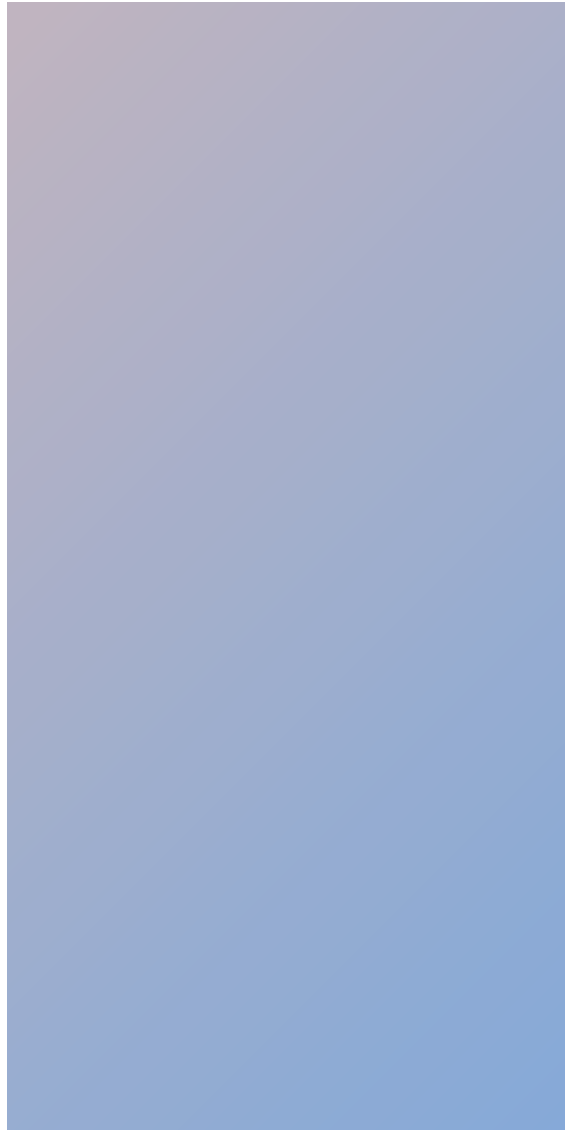
C 76 M 73 Y 51 K 5
R 51 G 48 B 63
#33303F

SECONDARY

C 53 M 29 Y 0 K 0
R 120 G 160 B 212
#33303F

C 28 M 30 Y 17 K 0
R 185 G 172 B 185
#b9acb9

C 2 M 49 Y 69 K 0
R 241 G 149 B 92
#f1955c



FUTURA PT BOLD

TYPOGRAPHY

OUR HEADLINE TYPEFACE IS FUTURA BOLD ALL CAPS.

OUR BODY COPY FONT FAMILY IS AVENIR.

AVENIR ROMAN FOR TEXT.

AVENIR BLACK FOR EMPHASIS.

AVENIR OBLIQUE VERSIONS AS NEEDED FOR GRAMMAR.

Avenir Roman
Avenir Oblique

Avenir Black
Avenir Black Oblique

IMAGERY

POSTERIZATION AND CONTINUOUS TONE

There are a few ways that imagery is treated for the campaign.



HERO IMAGERY | POSTERIZATION



IMPACT AREA IMAGERY | GRADIENT MAPPING



LONG FORM / DEEP CONTENT | FULL COLOR



UNITED WAY OF GREATER KNOXVILLE LOGO

Our UWGK logo is symbolic of our parent organization and shows opportunity in the Knoxville community. Its consistent usage and placement on a clean, non-busy background is vital to conveying stability.

C 100 M 90 Y 19 K 5
R 38 G 59 B 128
#263680

C 53 M 29 Y 0 K 0
R 122 G 161 B 213
#7aa1d5

C 4 M 32 Y 92 K 0
R 243 G 178 B 51
#f3b233

C 2 M 49 Y 69 K 0
R 228 G 162 B 48
#e53f30

United Way
Greater Knoxville



Primary Logo

United Way
Greater Knoxville



Primary Logo - Reversed

NEXT STEPS

The *Unite for Change* Campaign is built to serve and hopefully you've found clear guidance to steer you through most of your design needs. With such a broad palette of color, fonts and imagery treatments, you should be able to tackle most challenges as they arise. If you need further support, contact us.



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